

**PANDANGAN PEMILIH PEMULA PELAJAR SMA NEGERI 1 WONOSARI DAN  
SMA NEGERI 1 PATUK TERHADAP BAKAL CALON PRESIDEN  
VERSI MEDIA MASSA PADA PILPRES 2014**

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**ABSTRAK**

Tujuan dari penelitian ini adalah untuk mendeskripsikan bagaimana pandangan pemilih pemula pelajar SMA Negeri 1 Wonosari dan SMA Negeri 1 Patuk terhadap bakal calon presiden (capres) versi media massa pada pemilihan presiden (Pilpres) 2014. Selain itu penelitian ini juga untuk mengetahui aspek-aspek yang berperan pada pandangan pemilih pemula pelajar SMA di Gunungkidul terhadap capres versi media massa pada Pilpres 2014.

Penelitian ini adalah penelitian deskriptif kualitatif. Metode pengumpulan data yang digunakan yaitu metode wawancara dan dokumentasi. Teknik pemeriksaan keabsahan data menggunakan metode *cross check*. Subjek dalam penelitian ini adalah 16 siswa SMA kelas XII yang bersekolah di SMA 1 Wonosari dan SMA 1 Patuk dengan menggunakan teknik *purposive sampling*. Penelitian ini dilaksanakan pada bulan Oktober sampai dengan Desember 2013.

Hasil penelitian ini menunjukkan bahwa 1) Pandangan pemilih pemula pelajar SMA Negeri 1 Wonosari dan SMA Negeri 1 Patuk berbeda-beda antara satu dengan yang lain. Setiap bakal capres mendapat pandangan yang negatif maupun yang positif. Antusiasme pemilih pemula akan pilpres 2014 dinilai cukup baik dengan kepercayaan bahwa Indonesia akan menjadi negara yang lebih baik saat mendapatkan presiden yang baru. Bakal capres yang paling diminati adalah Joko Widodo, Prabowo, Wiranto, Anies Baswedan. Namun subjek banyak yang masih belum yakin dengan pilihan bakal capres yang dipilih. 2) Aspek yang berperan membentuk pandangan pemilih pemula pelajar SMA Negeri 1 Wonosari dan SMA Negeri 1 Patuk berdasarkan pendekatan marketing antara lain media massa, citra bakal calon presiden, pengalaman politik/rekam jejak, dan perasaan emosional. Pendekatan sosiologis seperti faktor agama, keluarga, dan letak geografis tidak terlalu berperan dalam membentuk pandangan subjek terhadap bakal capres versi media pada Pilpres 2014.

**Kata kunci:** pandangan, pemilih pemula, pilpres

**THE PERCEPTION OF EARLY VOTERS IN THE STUDENTS  
OF SENIOR HIGH SCHOOLS ON THE DISTRICT OF GUNUNGKIDUL  
TOWARD THE PRESIDENTIAL CANDIDATE IN 2014 PRESIDENTIAL ELECTION**

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**ABSTRACT**

The objective of the research was to describe how the perception of the early voters in the students of senior high schools on the District of Gunungkidul toward the presidential candidates in the 2014 Presidential Election. In addition, the research was also to find the factors that influence the perception of the early voters in the students of senior high schools on the District of Gunungkidul toward the presidential candidates in the 2014 Presidential Election.

The research was a qualitative-descriptive one. The data gathering methods that the researcher implemented were interview and documentation. The data validity analysis that the researcher implemented was the cross check method. The subjects of the research were 16 students from Grade XII of 1 Wonosari Senior High School and 1 Patuk Senior High School that were selected by means of purposive sampling method. The research was performed in October 2013.

The results of the research showed that: (1) There were still many early voters who did not notice the presidential candidates in the 2014 Presidential Election. The perception of the early voters in the students of Senior High School toward the presidential candidates were various. A presidential candidate might have a positive or a negative impression from these early voters. The early voters were not certain with the presidential candidates that they had to vote. The presidential candidate that the early voters demanded was the one who had noble characteristics, who had good characteristics and who had been acquainted with the grassroots people. The information that the early voters had attained influenced their perception toward the presidential candidates very much. There were still a lot of early voters who were not sure with the selection of their presidential candidate. (2) The factors that influenced the perception of the early voters were the mass media, the candidates personality, political track record and emotional feelings. A critic early voters will vote based on real political track record, meanwhile a non critic early voters will vote based on political commercial mass media, the candidates personality, and emotional feelings. The early voters must filter information about the presidential candidates that become good voters.

**Keyword:** perception, early voters, Presidential Election